**Promotion of tourism in Madhya Pradesh**

†831. SHRIMATI MAYA SINGH: Will the Minister of TOURISM be pleased to state:

(a) whether Government are promoting tourism on priority basis;

(b) the amount sanctioned for Madhya Pradesh from the year 2003 to 2006 for this purpose;

(c) the names of the tourist places in Madhya Pradesh being made attractive; and

(d) the plan for the year 2006-07 in this regard?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) Development and promotion of tourism in the country is a continuous process. Ministry of Tourism has been identifying and developing places of tourist interest in consultation with the State Governments/Union Territories. From the Tenth Five Year Plan, Ministry of Tourism has been providing funds for the following schemes:

(i) Tourist Circuits

(ii) Product Infrastructure & Destination Development

(iii) Large Revenue Generating Projects

(iv) Fairs and Festival including Events

(b) and (c) During the Tenth Plan period, the following funds have been sanctioned for the State of Madhya Pradesh:

| Year | Rupees in lakhs |
|---|---|
| 2002-03 | 801.23 |
| 2003-04 | 670.06 |
| 2004-05 | 1547.19 |
| 2005-06 | 3037.39 |

The details of project sanctioned for making the places of tourist interest as attractive during the last three years is given in the enclosed Statement. (*See* below)

†Original notice of the question was received in Hindi.

(d) For the year 2006-07, the following projects have been prioritised for grant of central financial assistance:

**(A) Destination Development:**

1. Panna
2. Mandu

**(B) Tourist Circuit:**

1. Amarkantak-Mandla
2. Hoshangabad-Maheshwar-Onkareshwar-Barwani

**(C) Event/Fairs/Festivals:**

1. Khajuraho Festival
2. Travel Mart
3. Pachmarhi

**(D) Rural Tourism:**

1. Sivra in Datia
2. Ram Nagar in Mandla
3. Any Village in Maheshwar District

Project proposals received, complete in all respect, are appraised on *inter-se* priority basis and funds released, subject to availability under the respective heads.

***Statement***

*Promotion of Tourism in Madhya Pradesh*

*The list of projects and amount sanctioned for tourism infrastructure projects for the State of Madhya Pradesh*

**Year of Sanction:- 2003-04** (Rs. in lakhs)

| Sl. No. | Name of the Project | Scheme | Amount Sanctioned |
|---|---|---|---|
| 1 | 2 | 3 | 4 |
| 1. | Water Sports Complex at Tigara Dam | Destination | 96.70 |
| 2. | Upgradation of Highways Treat at Dodi (MP Circuit 2002-03) | Circuit | 54.00 |

| 1 | 2 | 3 | 4 |
|---|---|---|---|
| 3. | Computerization and Integrated of office of MP | IT | 48.20 |
| 4. | Water Sport Complex at Bargi Jabalpur | Circuit | 98.60 |
| 5. | Development of Bhadaya Kund near Shivpuri | Circuit | 9.00 |
| 6. | Re-Development around Western group of Temples-Khajuraho Circuit(Khajuraho-Orchha Circuit-2003-04) | Circuit | 190.80 |
| 7. | National Folk Festival, Lokranjan Khajuraho | Festival | 10.00 |
| 8. | Canoeing Championship at Bhopal—Purchase of equipment (MP Circuit-2002-03) | Circuit | 49.76 |
| 9. | National Kayaking and Canoeing Championship Event | Circuit | 15.00 |
| 10. | Rural Tourism project at Pranpur, district Ashoknagar | Rural Tourism (HW) | 48.00 |
| 11. | Rural Tourism at Chaugam, district Mandla | Rural Tourism (HW) | 50.00 |
| | TOTAL: | | 670.06 |

**Year of Sanction:-2004-05**

| Sl. No. | Name of the Project | Scheme | Amount Sanctioned |
|---|---|---|---|
| 1. | Celebration of National Folk Festival-2004, Lokranjan | Festival | 10.00 |
| 2. | Introduction of Lake Cruise on the Upper Lake Bhopal | Destination | 234.07 |
| 3. | Development of Omkareshwar | Destination | 327.79 |
| 4. | Development of Maheswar | Destination | 136.00 |
| 5. | Development of Simhastha at Ujjain | Destination | 110.66 |
| 6. | Destination Development of Amarkantak Dis Anupur | Destination | 489.60 |
| 7. | Sound and Light Show at Orcha | Circuit | 149.07 |
| 8. | IT schemes for Dept. of Tourism Madhya Pradesh | IT | 50.00 |
| 9. | GOI-UNDP Endogenous project at village chaugan, distt. Mandla | Rural Tourism (SW) | 20.00 |
| 10. | GOI-UNDP Endogenous project at village Pranpur, distt. Ashoknagar | Rural Tourism (SW) | 20.00 |
| | TOTAL: | | 1547.19 |

**Year of Sanction:- 2005-06**

| Sl. No. | Name of the Project | Scheme Sanctioned | Amount |
|---|---|---|---|
| 1. | Celebration of National Folk Festival (Lokranjan), Khajuraho | Festival | 5.00 |
| 2. | Destination Development of Burhanpur in Madhya Pradesh | Destination | 449.00 |
| 3. | Integrated Developent of Tourist Circuit on the sector Gwalior-Orchha-Khajuraho in Madhya Pradesh | Circuit | 461.09 |
| 4. | Destination Development of Indore in Madhya Pradesh | Destination | 482.69 |
| 5. | Integrated Development of Tourism Circuit Gwalior-Shivpuri-Chanderi in Madhya Pradesh | Circuit | 800.00 |
| 6. | Integrated Development of Tourism Circuit Sanchi-Bhopal-Bhojpur-Bhimbetka-Pachmarhi in Madhya Pradesh | Circuit | 715.45 |
| 7. | Upgradation of existing holiday home at Pachmarhi | Destination | 20.00 |
| 8. | Celebration of YAI National Sailing Championship at Upper Lake Bhopal-15-22 ND Feb. 2006 | Event | 15.00 |
| 9. | Construction of Cottage at Mukki Dist. Balaghat | Destination | 34.16 |
| 10. | Celebration of Orcha Festival, 2005 | Festival | 5.00 |
| 11. | Rural Tourism Project at Orchha Distt.Tikamgarh | Rural Tourism (HW) | 50.00 |
| | TOTAL: | | 3037.39 |

## Awareness campaign for tourism industry

832. SHRI RAVULA CHANDRA SEKAR REDDY: Will the Minister of TOURISM be pleased to state:

(a) whether her Ministry has launched awareness campaign to sensitise and train key stakeholders in the tourism industry;

(b) if so, the details thereof; and

(c) the response received from such campaign so far?